ARCHIE SERIES

Archie's Girls Betty and Veronica

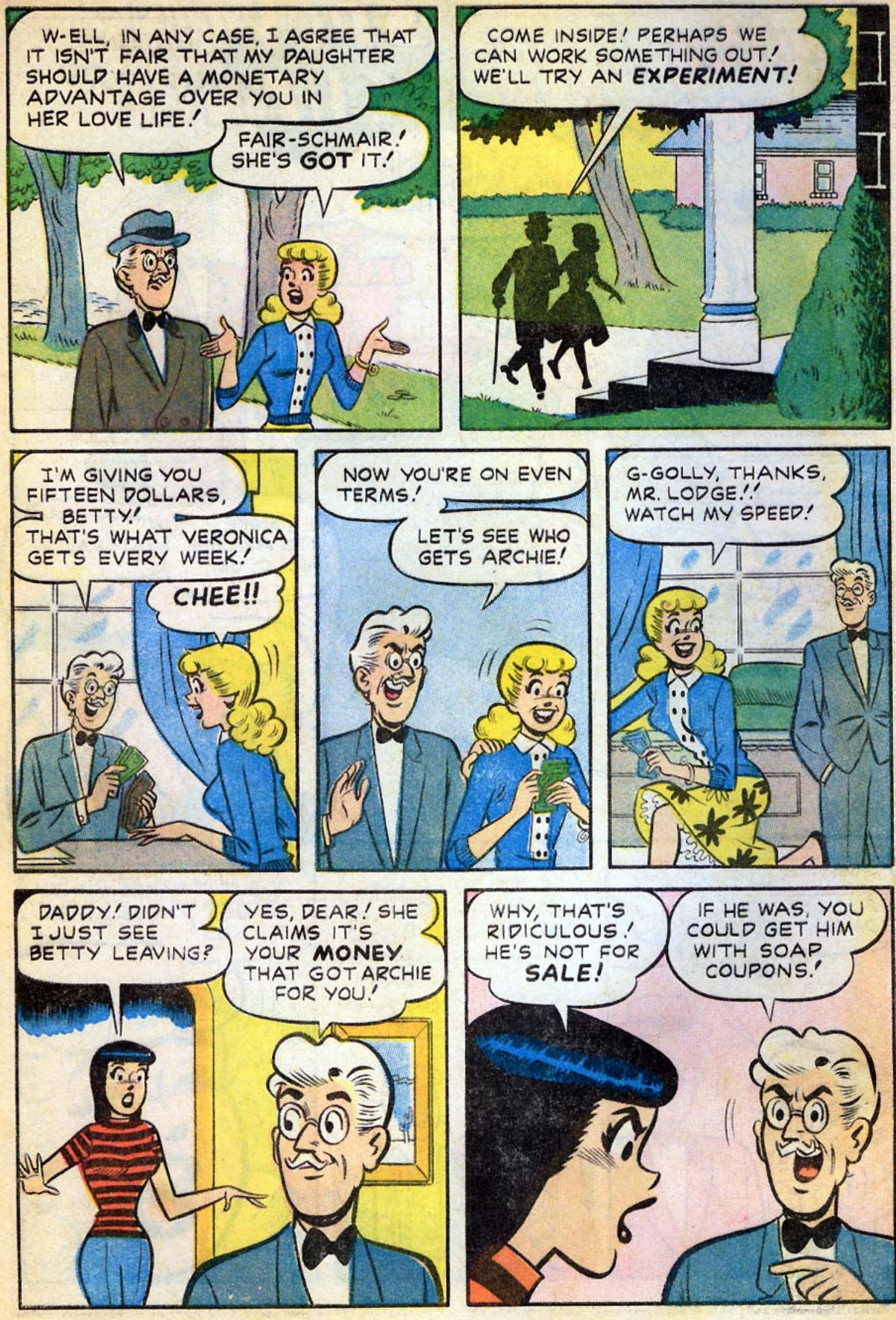
APPROVED BY THE COMICS CODE AUTHORITY

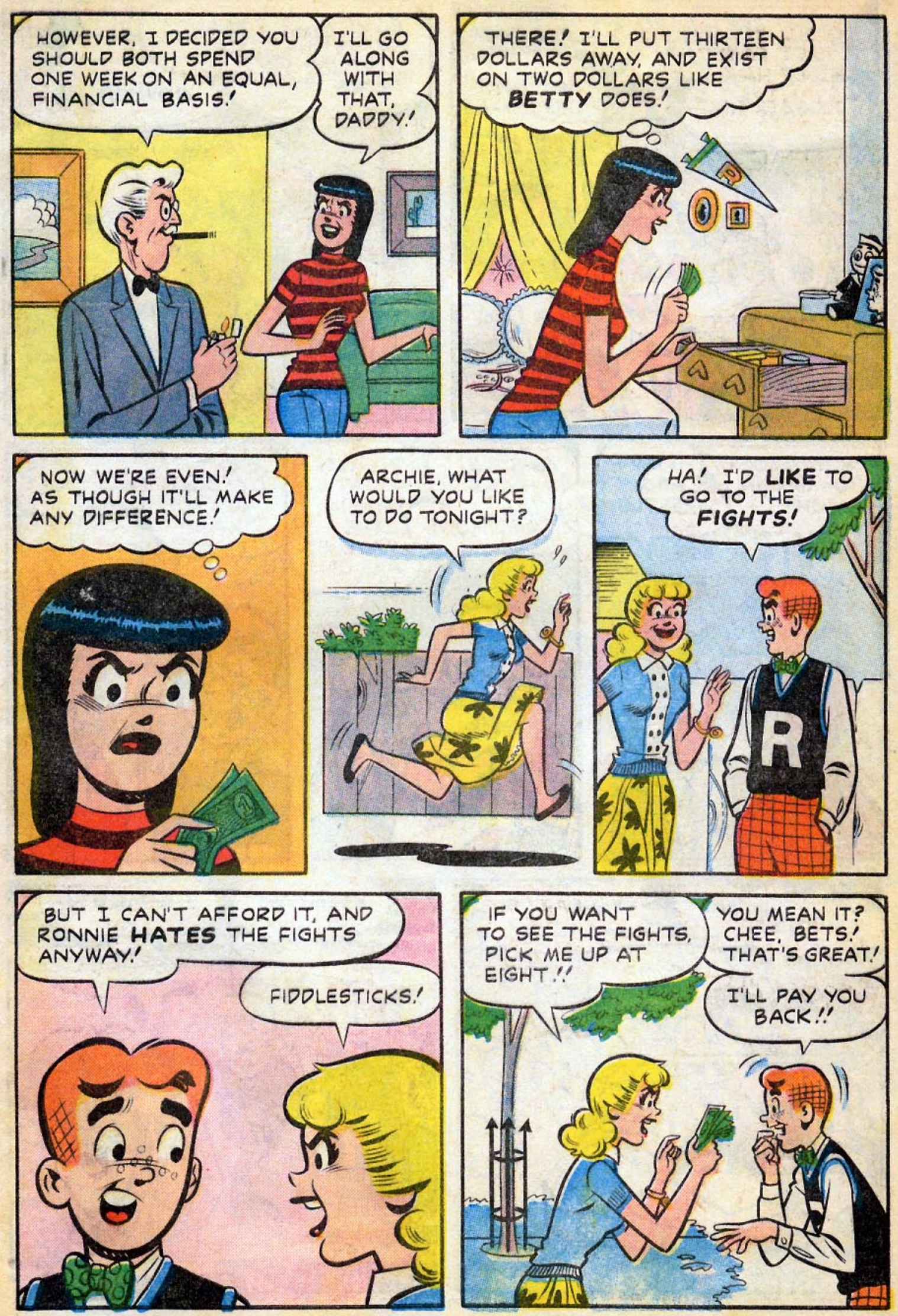
NO 51

MAR.

PDC 10¢

ARCHIE'S GIRLS BETTY AND VERONICA, No. 51, March, 1960. Published monthly by CLOSE-UP, INC., 420 DeSoto Ave., St. Louis 7, Mo. Editorial offices: 241 Church St., New York 13, N. Y. Chicago office: 35 East Wacker Dr., Chicago 1, Ill. Hollywood office: 439 So. Western Ave., Los Angeles 5, Calif. Second-Class Postage Paid at St. Louis, Missouri, and at additional mailing offices, under the Act of March 3, 1879. Copyright 1959, by CLOSE-UP, INC. All rights reserved. Cover and entire content protected by copyright throughout the world. Title registered U. S. Patent Office. Yearly subscription, $1.20 in U.S.A.; single copies, 10c. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A. misterjoel, scanner


W-ELL, IN ANY CASE, I AGREE THAT IT ISN'T FAIR THAT MY DAUGHTER SHOULD HAVE A MONETARY ADVANTAGE OVER YOU IN HER LOVE LIFE.!
FAIR-SCHMAIR.! SHE'S GOT IT.!
COME INSIDE.! PERHAPS WE CAN WORK SOMETHING OUT.! WE'LL TRY AN EXPERIMENT!
I'M GIVING YOU FIFTEEN DOLLARS, BETTY.! THAT'S WHAT VERONICA GETS EVERY WEEK.!
CHEE!!
NOW YOU'RE ON EVEN TERMS.!
LET'S SEE WHO GETS ARCHIE!
G-GOLLY, THANKS, MR. LODGE.!.! WATCH MY SPEED.!
DADDY.! DIDN'T I JUST SEE BETTY LEAVING?
YES, DEAR.! SHE CLAIMS IT'S YOUR MONEY THAT GOT ARCHIE FOR YOU.!
WHY, THAT'S RIDICULOUS.! HE'S NOT FOR SALE!
IF HE WAS, YOU COULD GET HIM WITH SOAP COUPONS.!


HOWEVER, I DECIDED YOU SHOULD BOTH SPEND ONE WEEK ON AN EQUAL, FINANCIAL BASIS!
I'LL GO ALONG WITH THAT, DADDY!
THERE! I'LL PUT THIRTEEN DOLLARS AWAY, AND EXIST ON TWO DOLLARS LIKE BETTY DOES!
NOW WE'RE EVEN! AS THOUGH IT'LL MAKE ANY DIFFERENCE!
ARCHIE, WHAT WOULD YOU LIKE TO DO TONIGHT?
HA! I'D LIKE TO GO TO THE FIGHTS!
BUT I CAN'T AFFORD IT, AND RONNIE HATES THE FIGHTS ANYWAY!
FIDDLESTICKS!
IF YOU WANT TO SEE THE FIGHTS, PICK ME UP AT EIGHT!!
YOU MEAN IT? CHEE, BETS! THAT'S GREAT!
I'LL PAY YOU BACK!!

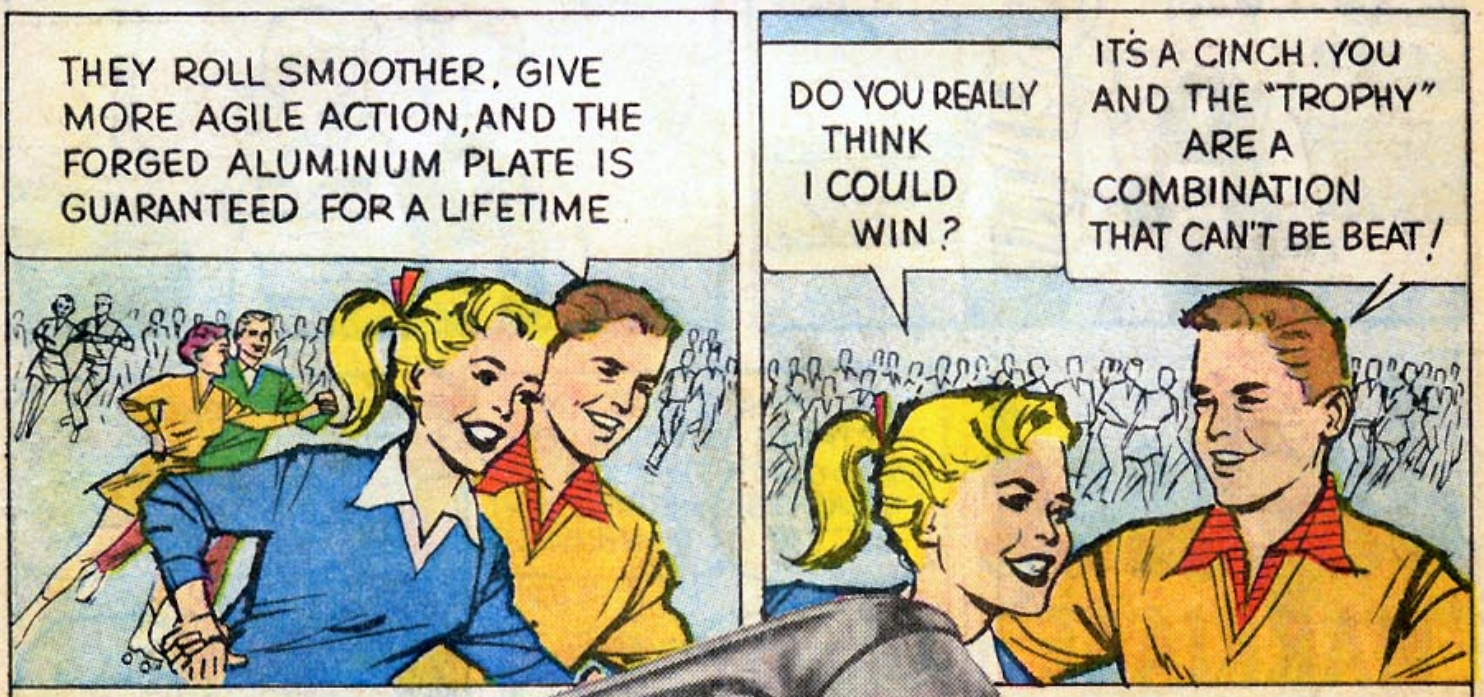
C'MON! RAP HIM, ROCK!! IN THE LABONZA!!
CLOBBER HIM!
GET THAT LEFT UP!
BOY! WHAT A BRAWL!! THIS IS WHAT I CALL FUN! DID YOU LIKE IT?
WOWSVILLE!
HOW ABOUT TOMORROW NIGHT?
HOW ABOUT WRESTLING?
(GIGGLE) WHY WAIT 'TILL TOMORROW?
BECAUSE THAT'S WHEN THE MATCHES ARE ON!
EIGHT O'CLOCK AGAIN! OKAY?
I'LL BE WAITING!
C'MON, KILLER!
TWIST HIS NECK!
STOMP HIM!!
KEEN, EH?
THE MOST!

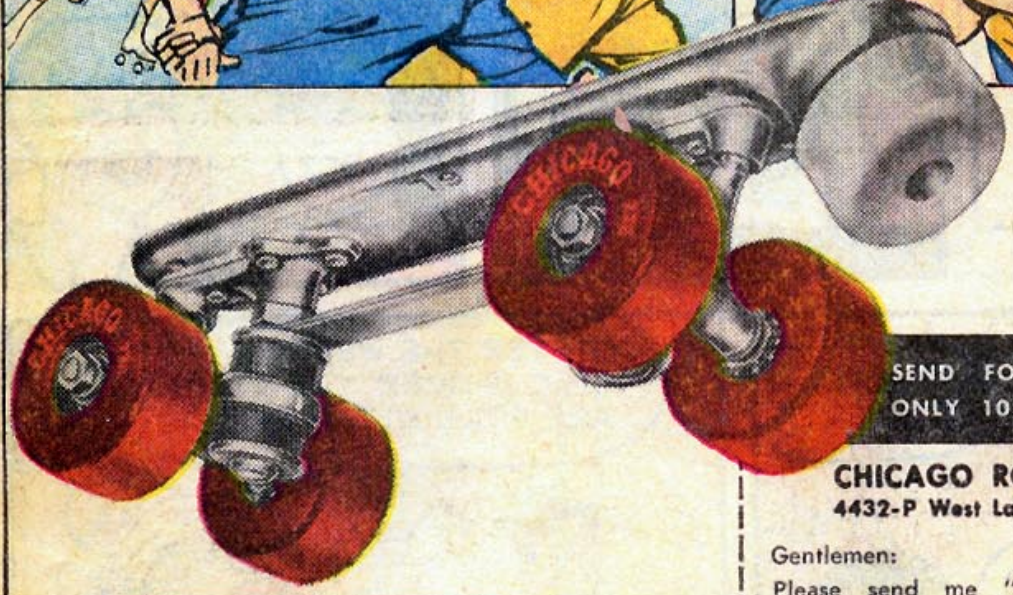
NEXT NIGHT~
YOU'LL LOVE THIS LECTURE! IT'S ON FLY CASTING!
YOU MEAN FLY CATCHING, DON'T YOU?
NO! CASTING! HOW TO CAST THE FLY ON THE WATER!
I'VE HEARD OF CASTING BREAD ON THE WATER, BUT, FLIES?
HEY! I'VE BEEN HEARING THINGS! HOW DOES IT FEEL TO HAVE YOUR DREAM COME TRUE?
DULLSVILLE, DAD!.
NAME ANY TYPE OF SPORT, JUGHEAD JONES! I'M FED TO THE TEETH WITH IT!
WELL, YOU FINALLY MADE IT, BETTY COOPER! YOU FINALLY TOOK MY MAN AWAY FROM ME!
YES!
I WONDER WHY?

- AND I ALREADY SPENT THE WHOLE FIFTEEN DOLLARS YOUR FATHER GAVE ME!
WHAT?
DADDY GAVE YOU FIFTEEN DOLLARS?
FOR WRESTLING MATCHES, FIGHTS, DULL LECTURES! PHOOEY!
HA, HA, HA, HA! OOH! THANK HEAVEN I WAS SPARED THAT HORRIBLE WEEK!
I HOPE HE'S GOT IT OUT OF HIS SYSTEM, BECAUSE HE'S ALL YOURS NOW!
OH, NO YOU DON'T!
YOU CAN HAVE HIM! HE'S NOTHING BUT A, -A-A GOLD DIGGER!!
CHEE, I'M SORRY I CAN'T AFFORD TO TAKE YOU ANYPLACE, RON! I'M KIND OF IN DEBT TO BETTY!
(GIGGLE) I OWE HER A LOT, MYSELF!
?
END

TIME FOR "TROPHY"

THE RINK PRO SAID I'M GOOD ENOUGH TO ENTER CONTESTS!
WHY DON'T YOU GET THE NEW "TROPHY" SKATES MADE BY THE CHICAGO ROLLER SKATE COMPANY IF YOU'RE GOING TO ENTER CONTESTS?
JANE, YOU SURE ARE SKATING BETTER SINCE YOU TOOK LESSONS


THEY ROLL SMOOTHER, GIVE MORE AGILE ACTION, AND THE FORGED ALUMINUM PLATE IS GUARANTEED FOR A LIFETIME
DO YOU REALLY THINK I COULD WIN?
IT'S A CINCH. YOU AND THE "TROPHY" ARE A COMBINATION THAT CAN'T BE BEAT!



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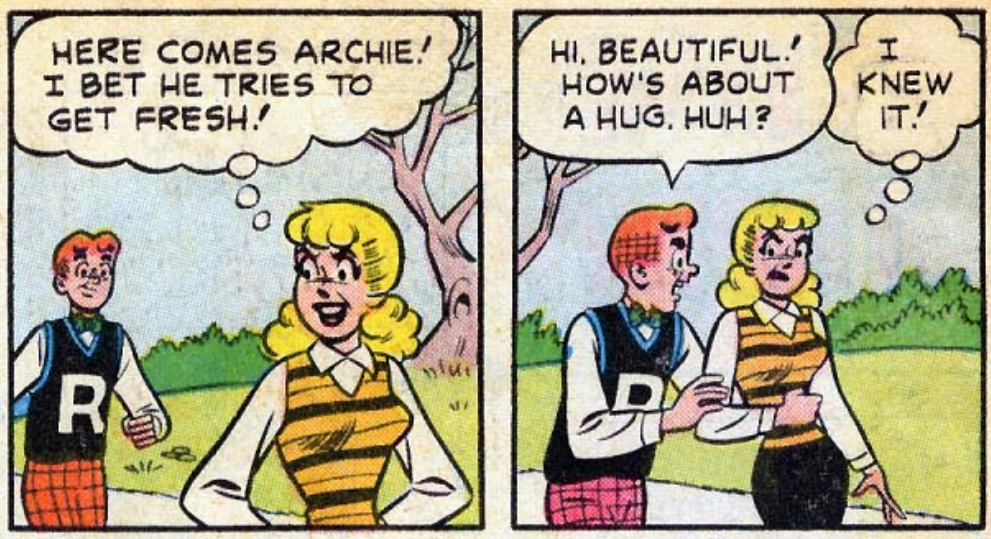
Address_____

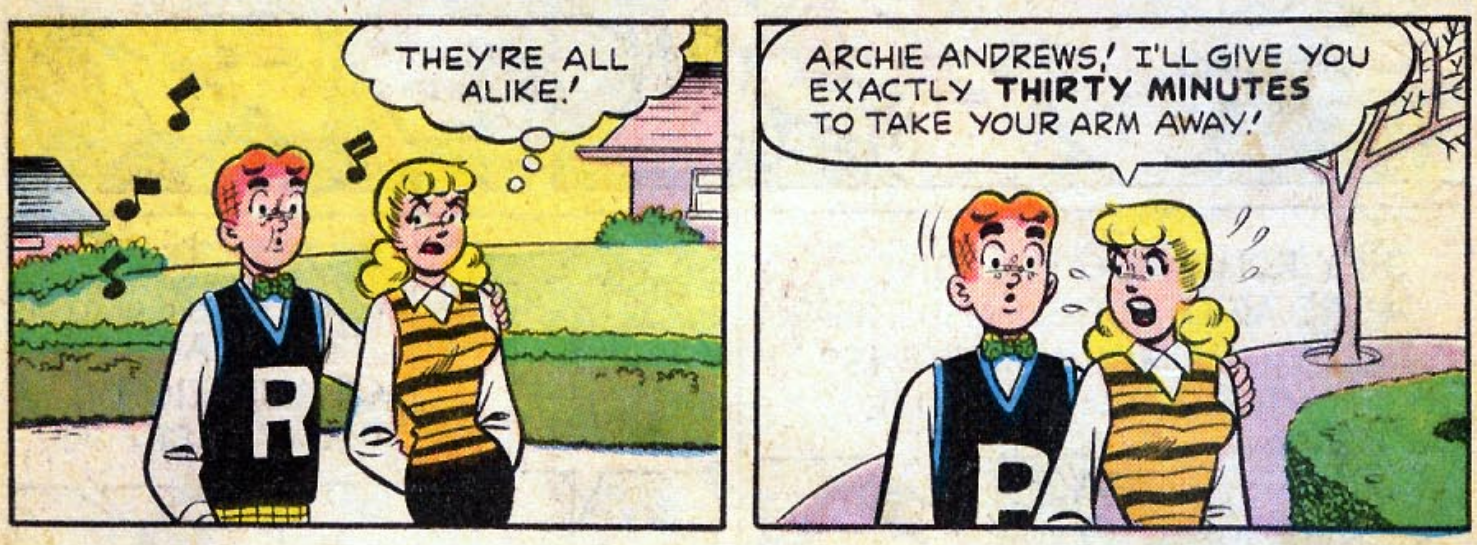
City_____ Zone____ State_____

Name of Rink_____

Betty

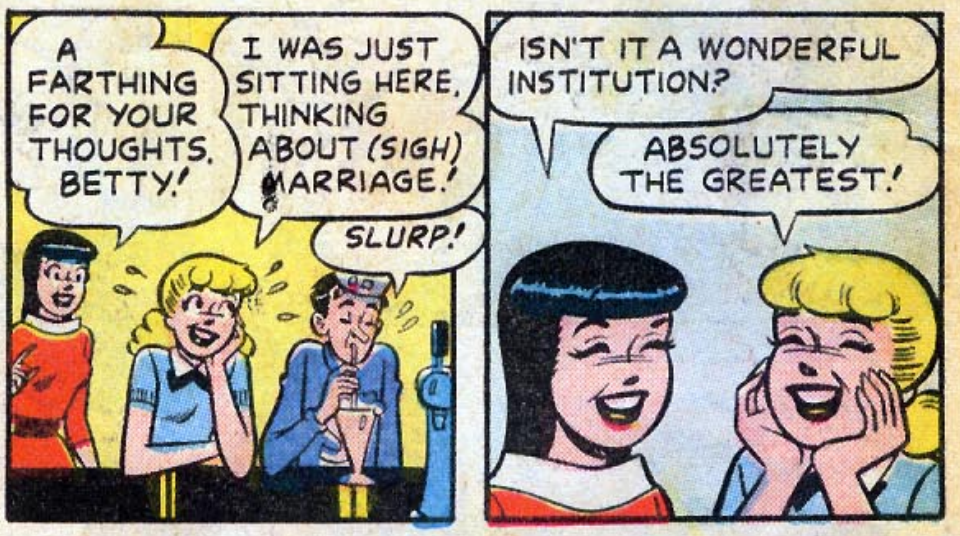
"PLEASE RUSH SLOWLY"





Jughead

"MARRIAGE MIRAGE"

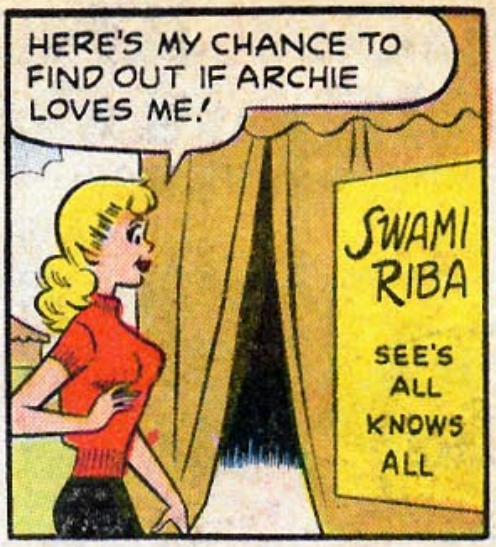

A FARTHING FOR YOUR THOUGHTS, BETTY!
I WAS JUST SITTING HERE, THINKING ABOUT (SIGH) MARRIAGE!
SLURP!
ISN'T IT A WONDERFUL INSTITUTION?
ABSOLUTELY THE GREATEST!

PHOOEY! IN MY OPINION, MARRIAGE IS JUST LIKE A VIOLIN CONCERT!
A VIOLIN CONCERT?
BURP!
-AFTER THE WEDDING MUSIC IS OVER, THE STRINGS ARE STILL ATTACHED!

Betty

IN

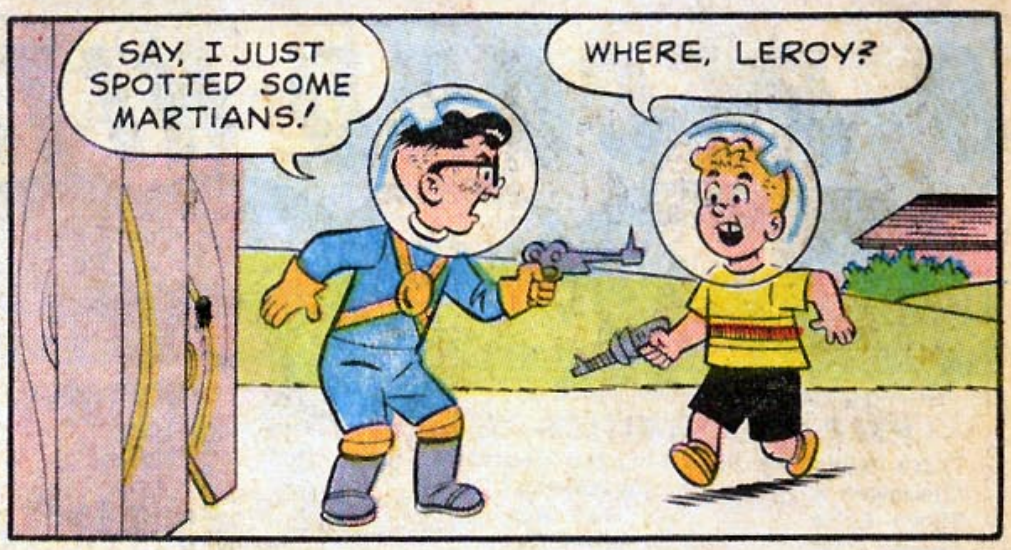
"MY FORTUNE FOR A FORTUNE"



LEROY

IN

"CALLING ALL SPACEMEN"



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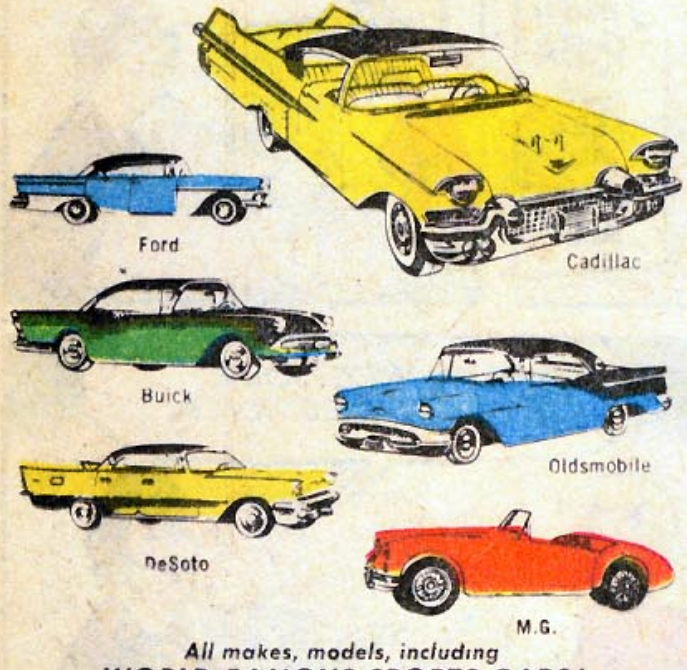

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Sleepwalk	
Baby Talk	

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Personality	**What a Difference a Day Makes**
Lipstick On Your Collar	**My Heart's An Open Book**
Bobby Socks to Stockings	**M. T. A.**

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☐ Send Set No. 5

☐ send 45 rpm ☐ send 78 rpm

Send the 8 RECORD HITS. I enclose $1.00 plus 10c postage and handling. My money will be refunded if not satisfied. ☐ I enclose $2.20. Send both sets

NAME .....

ADDRESS .....

CITY ..... STATE .....

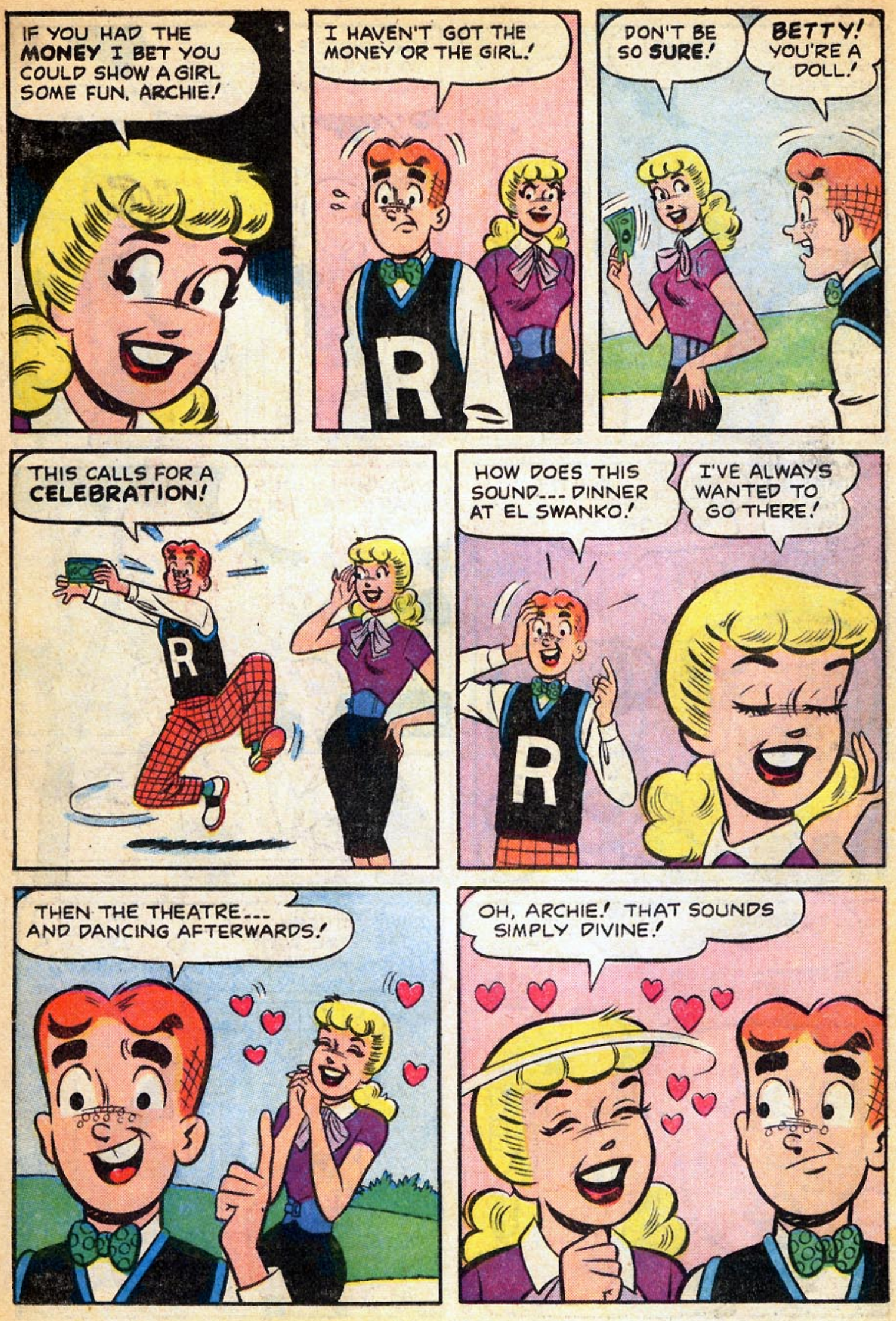
Archie's Girls
Betty and Veronica
in 'OUT-DATED'
YES - IT'S A PARIS ORIGINAL!
OH! WHAT A DREAMY DRESS, VERONICA!
I'M GOING TO WEAR IT OUT TONIGHT, DINING AND DANCING!
WOW! THAT'S WHAT I CALL LIVING HIGH!
DINING AND DANCING?
NO! WEARING A DRESS LIKE THAT OUT IN ONE EVENING!

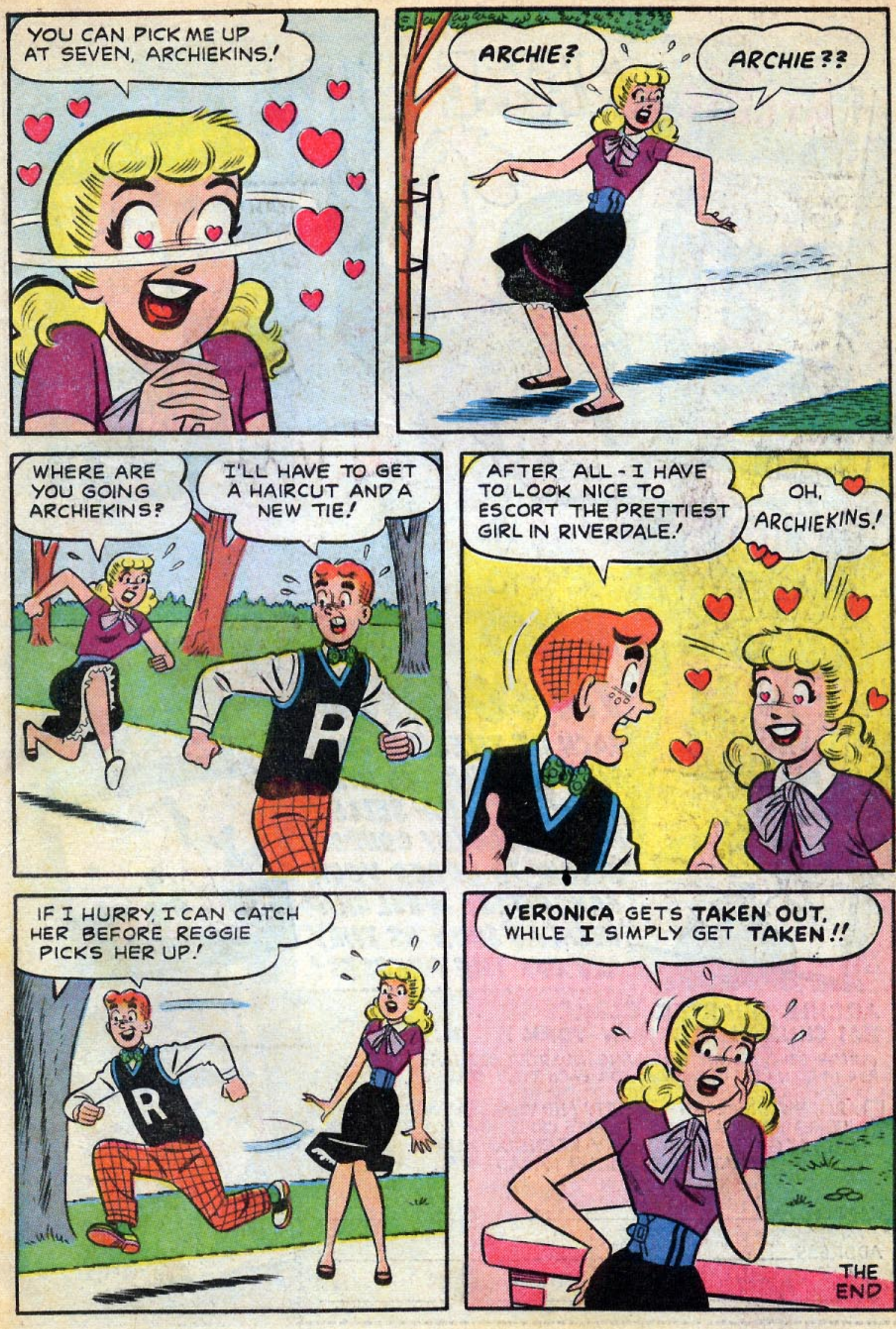
WE'RE DINING AT EL CLIPPO, THEN WE'RE GOING DANCING AT THE SILVER SLIPPER!
YOU'RE SURE LUCKY TO HAVE ARCHIE TO TAKE YOU TO THOSE FABULOUS PLACES!
ARCHIE?
WHO SAID ANYTHING ABOUT ARCHIE?
REGGIE'S TAKING ME OUT!
VERONICA, I THOUGHT YOU HAD A DATE WITH ARCHIE FOR TONIGHT!
I HAD ONE ALL RIGHT!
EVERY NIGHT ARCHIE COMES OVER AND SAYS- "COME WITH ME... I'LL SHOW YOU EXOTIC REALMS!"
YES, YES! THEN WHAT?
THEN HE TURNS THE TV SET ON!

SO TONIGHT, I'M GOING OUT WITH A GUY WHO'S **NOT** PERPETUALLY BROKE!
HAVE A SUPER-FAB TIME, RON! I'VE GOT TO RUN!
WHAT A CHANCE TO DO MY GOOD DEED FOR THE DAY!
WHERE'S THAT PIGGY BANK?
HAH! **ARCHIE** CAN TAKE A **GIRL** OUT ON THE TOWN TONIGHT, TOO!
ME!
SMASH!
THERE HE IS NOW!
ZOOM!

ZiP!
PUFF!
PUFF!
R
ARCHIE! WHAT A (GASP) COINCIDENCE!
OH--- BETTY!
P
YOUR ENTHUSIASM OVERWHELMS ME!
YOU'RE LOOKING AT A CRUSHED MAN, BETTY!
WHY, ARCHIE! WHAT'S THE MATTER?
VERONICA JUST PHONED THAT SHE COULDN'T KEEP OUR DATE TONIGHT!
R
MY BRAVE, SWEET, VERONICA!
HUH? COME AGAIN?
SHE'S TOO PROUD TO TELL ME... BUT I **KNOW** SOMETHING **TERRIBLE** HAS HAPPENED TO HER! OTHERWISE, WHY WOULD SHE BREAK OUR DATE?
R

YOU'RE RIGHT, ARCHIE! SOMETHING HAS HAPPENED TO VERONICA---
I KNEW IT!
LIKE REGGIE PROMISING TO TAKE HER TO EL CLIPPO AND THE SILVER SLIPPER!
WHAT!!
THAT'S NOT TRUE!
WELL, I HAVE IT ON VERY GOOD AUTHORITY!
WHAT MALICIOUS CHARACTER TOLD YOU THAT?
HUH- WHO?
VERONICA! THAT'S WHO!
ULP!
I WISH THERE WERE SOME WAY TO EVEN THINGS UP!
OH, THERE IS! THERE IS!


IF YOU HAD THE MONEY I BET YOU COULD SHOW A GIRL SOME FUN, ARCHIE!
I HAVEN'T GOT THE MONEY OR THE GIRL!
DON'T BE SO SURE!
BETTY! YOU'RE A DOLL!
THIS CALLS FOR A CELEBRATION!
HOW DOES THIS SOUND--- DINNER AT EL SWANKO!
I'VE ALWAYS WANTED TO GO THERE!
THEN THE THEATRE--- AND DANCING AFTERWARDS!
OH, ARCHIE! THAT SOUNDS SIMPLY DIVINE!


YOU CAN PICK ME UP AT SEVEN, ARCHIEKINS!
ARCHIE?
ARCHIE??
WHERE ARE YOU GOING ARCHIEKINS?
I'LL HAVE TO GET A HAIRCUT AND A NEW TIE!
AFTER ALL - I HAVE TO LOOK NICE TO ESCORT THE PRETTIEST GIRL IN RIVERDALE!
OH, ARCHIEKINS!
IF I HURRY, I CAN CATCH HER BEFORE REGGIE PICKS HER UP!
VERONICA GETS TAKEN OUT, WHILE I SIMPLY GET TAKEN!!
THE END

WAKE UP!
TO THE
BEST BUYS IN COMICS!
EACH OF THESE GIANT-SIZE ARCHIE QUARTER COMICS IS A TOP SELLER! USE THE HANDY COUPON BELOW TO ORDER YOUR FAVORITES! WE'LL SHIP THEM AS SOON AS THEY ARE OFF THE PRESSES!
Archie ANNUAL
Archie's PALS 'N' GALS
Archie's Girls Betty and Veronica ANNUAL
Archie's Christmas Stocking
Jughead ANNUAL
KATY KEENE ANNUAL
KATY KEENE Pin-up PARADE
ARCHIE QUARTER COMICS
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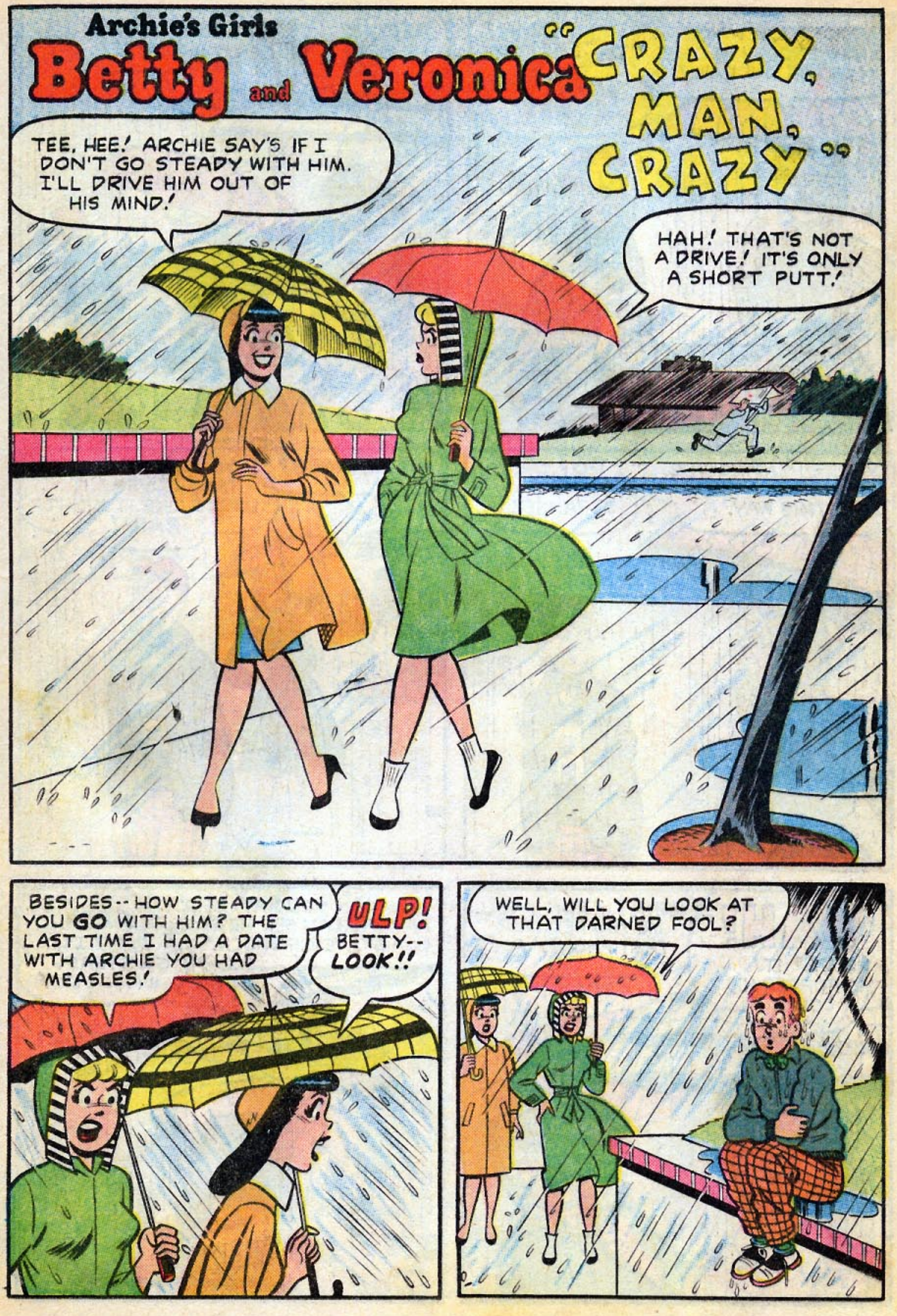
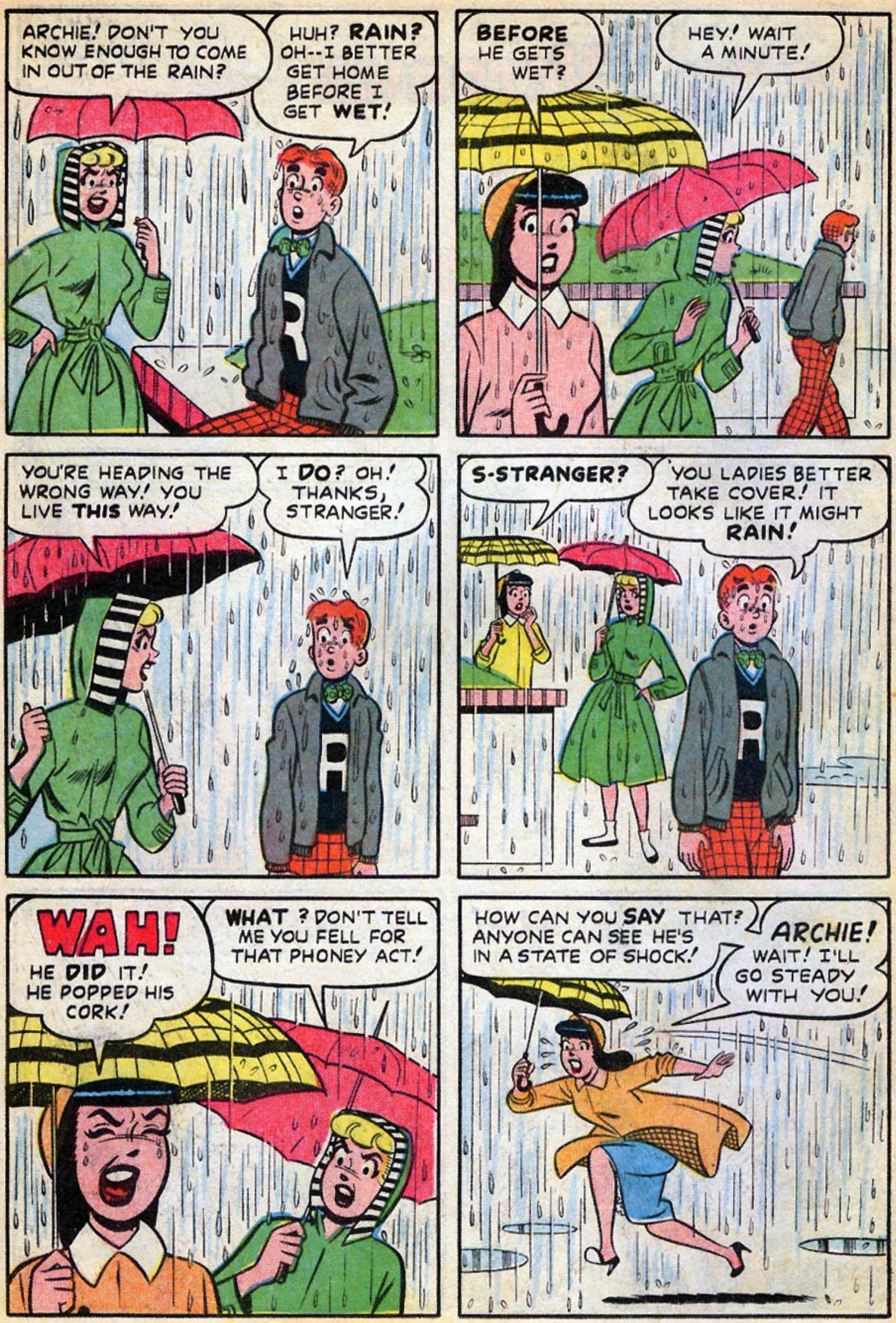
☐ JUGHEAD ANNUAL #8
☐ PALS 'N' GALS #11
☐ BETTY AND VERONICA ANNUAL #8
☐ ARCHIE'S CHRISTMAS STOCKING #6
☐ KATY KEENE ANNUAL #6
☐ KATY KEENE PIN-UP PARADE #9
NAME (PLEASE PRINT) _____ AGE _____
ADDRESS _____
CITY _____ STATE _____
141


Archie's Girls
Betty and Veronica
"CRAZY, MAN, CRAZY"
TEE, HEE! ARCHIE SAY'S IF I DON'T GO STEADY WITH HIM. I'LL DRIVE HIM OUT OF HIS MIND!
HAH! THAT'S NOT A DRIVE! IT'S ONLY A SHORT PUTT!
BESIDES--HOW STEADY CAN YOU GO WITH HIM? THE LAST TIME I HAD A DATE WITH ARCHIE YOU HAD MEASLES!
ULP! BETTY--LOOK!!
WELL, WILL YOU LOOK AT THAT DARNED FOOL?


ARCHIE! DON'T YOU KNOW ENOUGH TO COME IN OUT OF THE RAIN?
HUH? RAIN? OH--I BETTER GET HOME BEFORE I GET WET!
BEFORE HE GETS WET?
HEY! WAIT A MINUTE!
YOU'RE HEADING THE WRONG WAY! YOU LIVE THIS WAY!
I DO? OH! THANKS, STRANGER!
S-STRANGER?
YOU LADIES BETTER TAKE COVER! IT LOOKS LIKE IT MIGHT RAIN!
WAH! HE DID IT! HE POPPED HIS CORK!
WHAT? DON'T TELL ME YOU FELL FOR THAT PHONEY ACT!
HOW CAN YOU SAY THAT? ANYONE CAN SEE HE'S IN A STATE OF SHOCK!
ARCHIE! WAIT! I'LL GO STEADY WITH YOU!

--AND THAT'S THE STORY, REGGIE! HE HAD RONNIE CHASING AFTER HIM JUST BY ACTING CRAZY!
HA! THAT WASN'T ACTING! OLD KNUCKLE-HEAD WAS JUST CAST IN A PERFECT PART!
--BUT, MAYBE WE COULD USE THE SAME GAG! IF SOFT-HEARTED RONNIE THOUGHT YOU FLIPPED YOUR LID BECAUSE OF ARCHIE SHE'D MAKE HIM DATE YOU!
HMMMM! AND JUST WHY HAVE YOU TAKEN SUCH AN INTEREST IN MY LOVE LIFE?
THAT'S SIMPLE! YOU NEED ME FOR THE BUILD-UP!---AND WITH ARCHIE DATING YOU I CAN MAKE TIME WITH VERONICA!
NOW, I GET IT! I FEEL BETTER KNOWING YOU'RE NOT DOING THIS OUT OF THE KINDNESS OF YOUR HEART!
THE NEXT DAY...
ARCHIE! IS IT TRUE THAT YOU AND RONNIE ARE GOING STEADY?
IT SURE IS, BUSTER! WANT TO CRY ON MY SHOULDER?
HECK! I CAN TAKE IT! BUT, -- GOLLY -- POOR (SOB!) B-BETTY! (SNIFF!) (SNIFF!)
WHAT ABOUT BETTY?
WHAT ABOUT HER? SHE'S GONE CLEAR OUT OF HER MIND! THAT'S WHAT ABOUT HER!
OH, COME NOW!

HERE SHE COMES, NOW! SAD, ISN'T IT?
OKAY, BETTY! WHAT ARE YOU TRYING TO PULL? WHAT'S YOUR GAME?
D-UH! GAME? I'M NOT GAME! I'M FOWL!
CLUCK! CLUCK! CUT--AWW! CLUCK!
(GASP!) S-SHE THINKS SHE'S A CHICKEN!
CHICKEN? D-UH! WHO'S CHICKEN? PUT UP YER DUKES!
ULP!
SNIFF! SNIFF!
DUKES! WHO NEEDS A DUKE? I'M A COUNTESS! I GOTTA HAVE A COUNT!
WOW! RONNIE SAID I SHOULD ONLY DATE BETTY OCCASSIONALLY, BUT THAT'S OUT OF THE QUESTION!
YOU ARE GOING TO DATE HER MORE OFTEN?
HECK, NO! I WOULDN'T BE CAUGHT DEAD WITH THAT LOONY!
LET'S GO VERONICA!
BETTY! -- NO! THINK OF THE CONSEQUENCES!
HEH, HEH! WHO CARES? I CAN ALWAYS PLEAD INSANITY!
CITY LIMITS RIVERD
THE END

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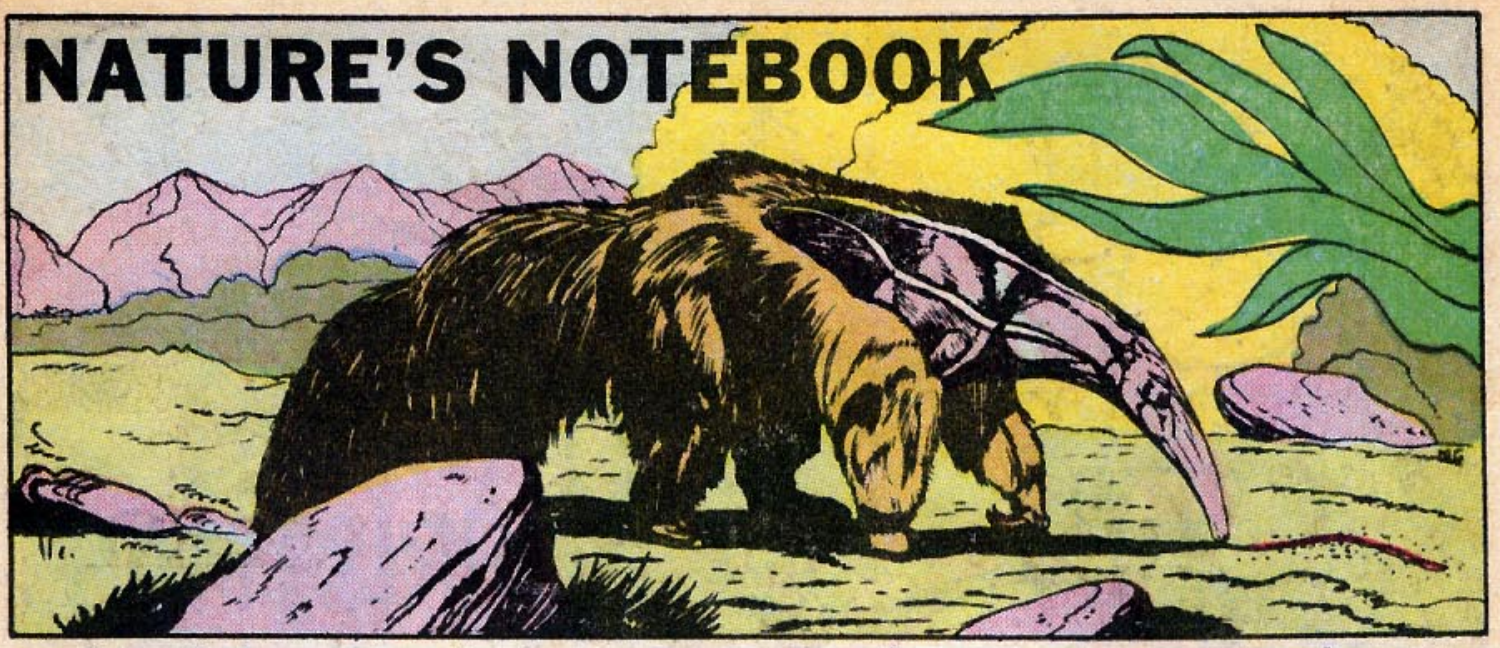
NATURE'S NOTEBOOK



Of all the animals living today the Giant Anteater is perhaps the strangest. This extremely odd creature and a few others (all anteaters) form a distinct family found only in tropical America. The Giant Anteater (sometimes called the Great Anteater or the Ant Bear) is a rare animal of the damp forests. It grows up to seven feet long and may weigh as much as seventy-five pounds. This curious creature has long, coarse, brittle hair and the hair on the tail forms a great bushy mass. It uses its tail to cover its body while sleeping. The front claws of the Anteater are large and strong and are used in tearing open ant hills and rotten logs. It turns these big claws backwards, walking on them. But, if attacked, it rears swinging the great claws forward and with them can deliver a dangerous, slashing sweep.

The strangest part of this altogether strange animal is its head. Long, thin and narrow, the head seems ridiculously out of proportion with the rest of the body. The jaws are toothless and elongated like a slenderly tapering spout ending in a ridiculously small mouth opening, so small that it would barely admit the end of a man's little finger. From this mouth hole a slender tongue like a sticky worm can be whipped out a distance of nearly two feet. It licks up the ants on the ground and this long, thin tongue can be poked deep into the ants, winding underground tunnels to draw the insects out.

No more strange-looking species than the Great Anteater can be seen in any zoological collection. Though rare and inhabiting sparsely the forests of Central and tropical South America, they yet thrive in captivity on a diet of chopped beef, raw eggs and milk.

Li'l Jinx
"CHEW, CHEW!"
HOW WOULD YOU LIKE TO TASTE SOMETHING I MADE?
OKAY! WHERE IS IT, LI'L JINX?
HERE! TASTE THIS SANDWICH AND TELL ME HOW YOU LIKE IT!
WELL, HOW IS IT?
MMPH--HOLD IT--- I'M STILL CHEWING-- MMMPH
MMMM... IT'S PRETTY CHEWY--- BUT IT'S GOOD!
WHAT IS IT?
A TOASTED BUBBLE GUM SANDWICH!
END

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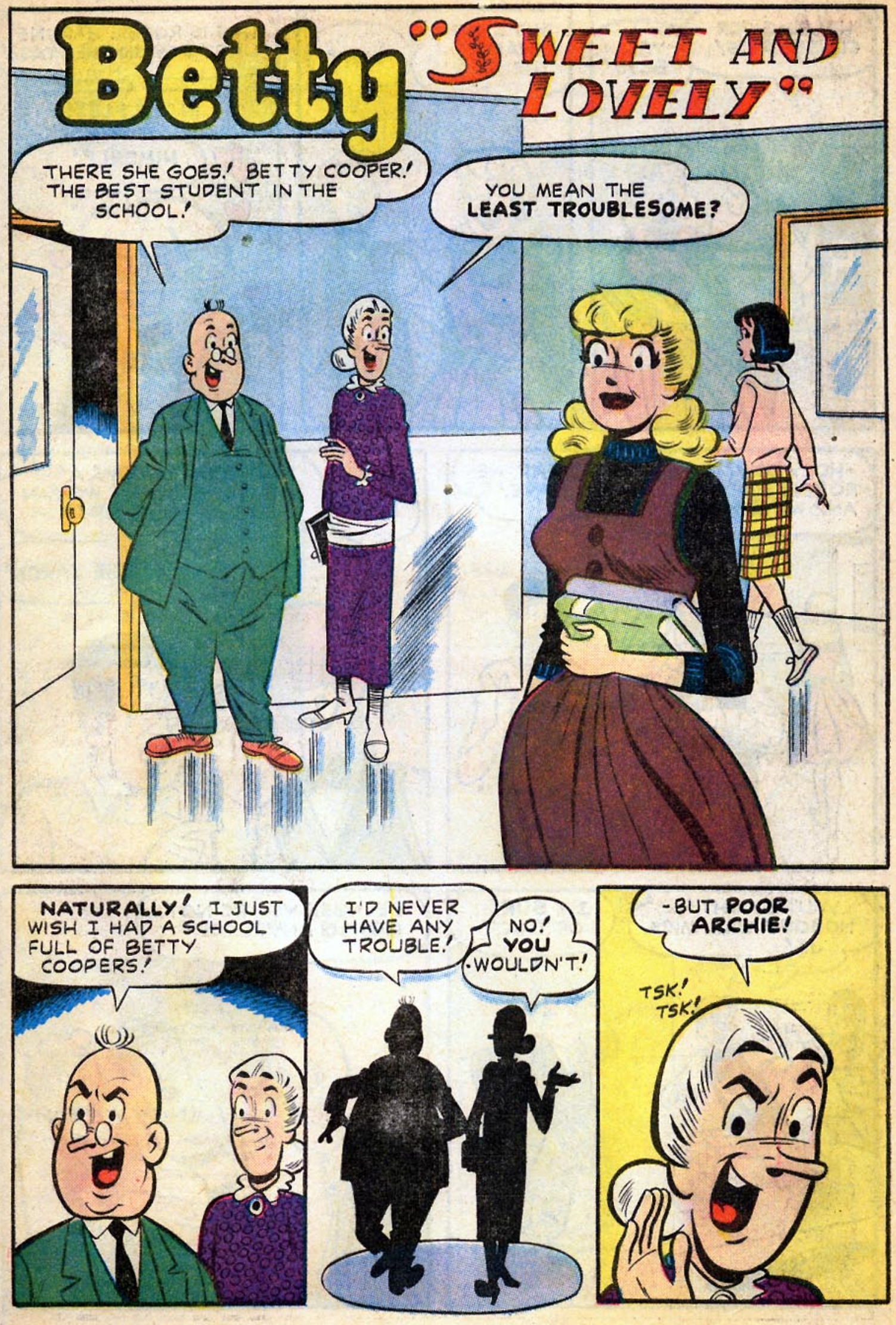
Betty
"SWEET AND LOVELY"
THERE SHE GOES! BETTY COOPER! THE BEST STUDENT IN THE SCHOOL!
YOU MEAN THE LEAST TROUBLESOME?
NATURALLY! I JUST WISH I HAD A SCHOOL FULL OF BETTY COOPERS!
I'D NEVER HAVE ANY TROUBLE!
NO! YOU WOULDN'T!
-BUT POOR ARCHIE!
TSK! TSK!

HEADING FOR CLASS, BETS!
YES, BOYS!
BUT I WISH I WAS AT THE BIJOU!
WHY?
THIS IS ROBBIE BARONS LAST DAY ON THE STAGE!
IN THE FLESH!
HIMSELF!
HOLY COW! ROBBIE BARON! AND WE MISSED IT!
SO FAR, WE HAVE!
HUH?
LOOK, BUDDY-BOY! A LITTLE SCHOOL WE CAN ALWAYS MAKE UP!
BUT ROBBIE BARON!
YOU'RE RIGHT! NOBODY WILL MISS US!
I'M SURE OF THAT!
BECAUSE YOU'RE NOT GOING ANYPLACE!

BETTY! QUICKLY! LET ME COPY YOUR HOMEWORK!
HURRY! ARCHIE KEPT ME OUT TOO LATE LAST NIGHT, AND I DIDN'T GET IT DONE!
YOU WON'T NEED IT, RONNIE!
MISS GRUNDY ALWAYS CALLS ON US ALPHABETICALLY!
SHE GOT AS FAR AS MY NAME YESTERDAY!
THAT'S RIGHT!
SHE'LL NEVER REACH THE "L'S" UNTILL TOMORROW!
TSK, TSK! QUITE A LARGE NUMBER OF ABSENTEES TODAY!
DOYLE, EDWARDS, - GORELICK - JAVITS, - KELLY, ---
ALL OUT TODAY!

WELL, THAT BRINGS US TO LODGE!
(GULP)
LO
NOW, DON'T WORRY, VERONICA! WE'LL GET IT DONE, WON'T WE?
AFTER SCHOOL TODAY!
TROUBLE! ALWAYS TROUBLE! THIS TIME IT'S VERONICA!
SHE'LL HAVE COMPANY!
ARCHIE AND REGGIE WILL JOIN HER IN THE DETENTION ROOM!
LIKE YOU SAID, MR. WEATHERBEE, WHY CAN'T THEY ALL BE LIKE BETTY?
HOW TRUE!
WHERE BETTY IS, TROUBLE ISN'T!

HI, JUGGIE!
HELLO, BETTY!
HAVE YOU SEEN MIDGE? I'VE GOT TO FIND HER!
LOOK FOR HER BOY FRIEND, BIG MOOSE!
I DON'T WANT MOOSE!
MIDGE CAN'T MAKE THE DEBATING FINALS IN MASON CITY!
OH, THAT'S TOO BAD!
MISS GRUNDY WANTS ME TO GO FOR HER!
I'LL TELL HER IF I SEE HER!
D-UH, BETTY! SEEN MUH GURL, MIDGE?
NO, MOOSE!
JUGHEAD IS LOOKING FOR HER, TOO!
FER WHAT?

SOMETHING ABOUT A DEBATE!
HE WANTS TO TELL HER HE GOES FOR HER!
D-UH! HE DOES, DOES HE?
HAH! SO, YOU GO FER MY GURL, EH NEEDLE-NOSE?
YIPE! N-NO! - MOOSE! YOU DON'T UNDERSTAND!
WHAM
EEP!
(SIGH) THERE SHE GOES! SWEET, UNAFFECTED, TROUBLE-FREE!
A TEACHER'S DREAM! THAT'S WHAT SHE IS!
THE END